

# Exhibit EE

Exhibit EE

**THURSDAY, FEBRUARY 24, 2000**

8:15 am Workplace Performance Discussion  
Continental Breakfast  
(GHQ - 4E Presentation Room)  
Kevin Loubert

8:45 am Alternative Worksetting Solutions  
Leadership Community  
Kevin Loubert

11:00 am Steelcase Design Partnership  
Jeff Phillips

11:30 am Lunch  
(GHQ - EN Guest Dining Room)  
Kevin Loubert

12:45 pm Depart for the WorkLab

1:00 pm Pathways Exploration  
(WorkLab Reception Area)  
Kevin Loubert

2:00 pm Depart for the Learning Center

2:15 pm Learning Center Walkthru  
Kevin Loubert

2:45 pm Depart for Wood Furniture

3:00 pm Turnstone Overview  
Bob Shantz

3:30 pm Wood Overview  
Kevin Robinson

4:00 pm Steelcase Design Studio  
Mike Merrill

4:15 pm Depart for the Hangar

4:30 pm Steelcase

\*-----\*  
\* Casemail Printed For: Barbara.Lafever 02/23/00 09:22:12 \*  
\*-----\*

Date: Wednesday, 23 February 2000 9:21am ET

To: Mary.Aune, Ben.Avery, Rose.Brewer, Carol.Ditmar, Donald.Dekker, Brian.Hire,  
M.Hoogerhyde, David.H.Johnson, Karen.Koetsier, Jennie.Krumrey, Debra.Vis,  
Kevin.Loubert, Wilhelmina.McCarty, Patricia.McConer, Jo-Ann.Robinson,  
Annette.Sall, Lisa.Steckbeck, Sandra.Swanson, Nancy.Willemstein,  
Phyllis.Preston, Ana.Ramirez, Cindy.Aten, Christina.Sauers, Angela.Strey,  
Tamera.Burgess, Lawrence-K.Douglas, Arena-Station, Joe.Kulfan,  
LuAnn.McConnell, Michael.G.Morris, Marilyn.Ritsema, Martina.Jenkins,  
Jeffrey.Phillips, Debra.Shrontz, Keith.Robinson, Michael.Thrall,  
T.Martenstein

From: Barbara.Lafever@STC001

Subject: ALFA, 2/24, BMartenstein

LISTED BELOW IS THE PROPOSED AGENDA. PLEASE REVIEW. IF YOU HAVE ANY  
QUESTIONS, PLEASE CALL CHRISTINA #69427 OR BARB #72270

#### ALFA INSURANCE

1. Mark Campbell, Vice President, Property Management
2. Harold Man, Vice President, Program Systems
3. Rob Robinson, Director, Business Planning

#### ALABAMA RETAIL ASSOCIATION

4. Rick Brown

#### HARBINS

5. Michael Harbin, President
6. Jacque Parks, Designer

Steelcase, Brackett Martenstein, Market Manager, Atlanta

DRIVER: Larry Cannady

\*\*\*\*\* GROUP WILL BE IN BUSINESS CASUAL ATTIRE

WEDNESDAY, FEBRUARY 23, 2000

6:45 pm Arrive Steelcase Hangar  
Depart for the Amway Grand Plaza Hotel  
(616) 774-2000

7:15 pm Depart for Charley's Crab  
(616) 459-2500

7:30 pm Dinner - Charley's Crab

THURSDAY, FEBRUARY 24, 2000

8:00 am Depart Amway Hotel for Corporate Headquarters

8:15 am	Workplace Performance Discussion Continental Breakfast (CHQ _ 4 East Presentation Room)	Kevin Loubert
8:45 am	Alternative Worksetting Solutions * Leadership Community * Showroom	Kevin Loubert
11:00 am	Steelcase Design Partnership Showroom	Jeff Phillips
11:30 am	Lunch (CHQ - 3 North Guest Dining Room)	Kevin Loubert
12:45 pm	Depart for the WorkLab	
1:00 pm	Pathways Exploration (WorkLab Reception Area)	Kevin Loubert
2:00 pm	Depart for the Learning Center	
2:15 pm	Learning Center Walkthru	Kevin Loubert
2:45 pm	Depart for Wood Furniture/Turnstone	
3:00 pm	Turnstone Overview *** Beverages and cookies at the Reception desk	Deb Shrontz
3:30 pm	Wood Overview	Keith Robinson
4:00 pm	Treehouse Design Studio	Mike Thrall
4:15 pm	Depart for the Hangar	
4:30 pm	Depart for Steelcase	

-----

## TRIP FILE WORKSHEET

Casual

Business

Trip Date:

(2/23) 2/24

Account Manager

Bracket/Martensstein

Customer Name:

Alyssa Ins

Corp Sales Specialist

Christine

Charge to: #

Atlanta #:

8

Region:

97260

## CHECKLIST:

(CANCEL)

DONE

Enter Guest Calendar

Arrival: Commercial

Steelcase Jet

Charter

Automobile

Client's Jet

Arrival Time:

2/23

6:45 pm

Departure Time:

2/24

4:30 pm

Ground Transportation: Car/Van/Bus

Driver

yes

Conf. Name:

Conf. #:

Customer Names Received

Hotel: Suite

Gr. Plaza

Crowne Plaza

Other

Check-in:

2/23

Check-out:

2/24

# Rooms:

Bill to:

Confirmation received:

Lunch Location: CHQ:

WorkLab:

Pres Room:

CDC:

## DINNER ARRANGEMENTS

Location

Date

Time

Guest Count

8

Confirmed with

Planning Guide Received

Agenda mailed to participants

## GIFTS

Quantity:

5

Item(s)

to corp

baby sweater

SIC

## SPECIAL REQUESTS

\*-----\*  
 \* Casemail Printed For: Barbara.Lafever 02/18/00 14:14:22 \*  
 \*-----\*

Date: Friday, 18 February 2000 1:21pm ET  
 To: Ben.Avery, Marla.Marsala, Ralph.DiFulvio, Todd.Memmelaar, Kevin.Loubert,  
 Tom.Manikowski, Wilhelmina.McCarty, Dale.Potter, Lynn.Smith, Steve.M.Smith,  
 Lisa.Steckbeck, Sandra.Swanson, Derek.Wilkins, John.Longfellow,  
 Jason.Heredia, Background, Regi.Whitmore, Kathy.Farquharson, Cindy.Aten,  
 Bud.Helgevold, January.Marsh, Jennifer.Town, Jeff.Fredrickson,  
 Keith.Robinson, Lawrence-K.Douglas, Bruce.Ellens, AnneMarie.Smith,  
 M.Hoogerhyde, Barbara.Lafever, Christina.Sauers, Joann.Bestrom  
 From: Barbara.Lafever  
 Subject: ALFA, 2/24, B.Martenstein

Southern team - this is yours

\*\*\*\*\* SECTION I: VISIT LOGISTICS \*\*\*\*\*

START DATE/TIME: 2/23/00 6:45 p m END DATE/TIME: 2 /24/00 4 :30 p m

\*\*\* VISIT OWNER AND PARTICIPATING GROUPS \*\*\*

STEELCASE INFORMATION:

Visit Owner: Brackett Martenstein Region: Atlanta Cost Ctr:

Visit Host (if not the owner):

AMEX #:

Numbers-Business: 334-344-2939

Fax: 334-344-2939\*51

Pager: cell:334-367-1950

Home: 334-344-5677

SSR Name & Phone: Alta terrell-----Atlanta 404-523-2201

DEALER INFORMATION:

Dealership: Harbins--Montgomery,Al

Contact: Michael Harbin

Complete Address: 300 South Perry St. Montgomery Al 36104

Numbers-phone: 334-264-5371

Fax: 334-265-9126

CLIENT INFORMATION:

Client Name: (1) Alfa Insurance (2) Alabama Retail Assoc.

Complete Address: 2108 East South Boulevard

Contact Person: (1) Mark C. Campbell (2) Rick Brown

Numbers - Business: 334-613-4568

Fax: 334-613-4050

Website:

Site ID#:

ARCHITECT/DESIGN INFORMATION:

Firm:

Attending visit: Yes \_ No x

Complete Address:

Contact Person:

Numbers-Business:

Fax:

Website:

OTHER CONSULTANT INFORMATION:

Firm:

Attending visit: Yes \_ No \_



Address:  
 Contact Person:  
 Numbers-Business: Fax:  
 Website:

\*\*\* TRANSPORTATION/LODGING/DINING/GIFT BAGS \*\*\*

TRANSPORTATION TO/FROM GR:

Commercial ☐ Steelcase Aircraft x Client Aircraft ☐  
 Charter ☐ Driving ☐ Other

Customers departure airport: Montgomery- West ramp

Steelcase in-flight food service requests:

Inbound: Breakfast ☐ Lunch ☐ Dinner ☐ Snack x  
 Outbound: Breakfast ☐ Lunch ☐ Dinner ☐ Snack x

Flight Arrival date/time: 2 /23/00 6 :45 p m

Flight Departure date/time: 2 /24/00 4:30 p m

Notes: hor de orves-----and cocktails---these people like to party!!

GROUND TRANSPORTATION:

Van n Yukon Stlc Bus w/driver x Other:

Retiree Driver: Yes ☐ No ☐ (\$12/hour)

Pick-up time/location: 6:45 Steelcase Hanger

Drop-off time/location: Amway Grand

Notes:

LODGING:

Lodging: Amway x Stlc Suite x Courtyard by Marriott (downtown): ☐  
 Crowne Plaza (near airport) ☐ Other

Billing: Steelcase ☐ Dealer x Client ☐ Other

Notes: (room sharing, smoking, non-smoking, etc.): Standard--individual non-smoking rooms

DINING:

Dining date/time: 2 /23/00 7 :30 p m

Location desired: Bistro Bella Vita ☐ Charley's Crab x Gibsons ☐

Meyer May House ☐ Sierra Room ☐ Other

GIFTS: please indicate # needed

# x_ Steelcase Truck (\$30)	# <input type="checkbox"/> Steelcase Cookbook (\$5)
# <input type="checkbox"/> Turnstone Flip-up Calculator(\$6	# x_ Details Silver Pen (\$8)
# <input type="checkbox"/> Frank Lloyd Wright Window Pane (\$35)	# <input type="checkbox"/> Steelcase Sweatshirt (\$18)
# <input type="checkbox"/> Meyer May Sketched Note Cards (\$8)	(Black/Spectrum Logo L or XL)
# <input type="checkbox"/> Meyer May Coasters(\$12-Set of 4/Rug design/Sandstone)	

LITERATURE: please indicate # needed

# x_ Corporate Capabilities Brochure	# <input type="checkbox"/> Leadership Community Case Study
# <input type="checkbox"/> Leadership Community Protocol	# <input type="checkbox"/> Corporate Facilities Protocol
# <input type="checkbox"/> Workplace Performance Overview	
# x_ Redefining the Workplace/New Rules New Questions	

Knowledge Papers (subject/s & # of each):

Case Studies (subject/s & # of each):

Other: Work Lab--metal case(organizer) / Steelcase Canvas tote(for brochure ) Leap Brochure

## \*\*\* GUESTS/ATTIRE \*\*\*

Guest Name	Title/Company	Role in project/visit
Michael Harbin	President/ Harbins	Dealer
Jacque Parks	Designer/ Harbins	Dealer
Mark Campbell	V.P. Prop. Mgmt./Alfa	Decision Maker
Harold Man	V.P. Program Systems/Alfa	View Product
Rob Robinson	V.P. Dir. Busi.Plan./Alfa	View Product
Kevin Ketzler	V.P. V.P. Real Estate/Alfa	View Product
Rick Brown	Alabama Retail Assoc	Decision Maker

Group total (including dealer and Stlc): 8

Preferred Attire for the visit: Business Casual

Notes/Special needs or requests (food, physical, cultural, language/ translator, special event, b'day/anniversary):

Dealer Designer is 6 mnths pregnant do we have "baby" steelcase sweat shirt to add to her take home bag?

\*\*\*\*\* SECTION II: CLIENT HISTORY \*\*\*\*\*

\*\*\* COMPANY BACKGROUND \*\*\*

Client's primary business (products/services): Insurance

Client's major competitors:

Total # of white collar employees: 1200

Total # affected by this decision: 200

Notes:

\*\*\* FURNITURE HISTORY \*\*\*

Current Stlc customer: Yes x No \_

If Yes,

Products purchased: 900 Systems/ Criterion Seating/some Leap

How long/history with Steelcase &/or Dealer: 15 years

Annual Volume, Stlc NDN: fy99 600,000/fy00 400,000

Has the company visited Stlc previously? Yes x No \_ ; Date: / /92

Notes: Some of this group have attended previously during a former expansion.

If No,

Notes:

\*\*\*\*\* SECTION III: OPPORTUNITY/POTENTIAL \*\*\*\*\*

\*\*\* BUSINESS ISSUES \*\*\*



Key business issues impacting the client: Limited Realestate /Dated layout and design/ poor desk top storage(need for details) . Very poor cable and Technology offering is present set up.

Pending Project/Opportunity description: Immediate opportunity is 75 to 100 reconfiguration---new buidling in process(3or 4 quarter) . Customer is re viewing blending existing 9000 with other systems to improve technology.

PROJECT/OPPORTUNITY VOLUME (NDN): \$ 500,000

Vendor Selection Date: 3/1/00

Installation Date: 5 /1 /00

Status of decision making process: in final stage/ after product show

### \*\*\* PROPOSED SOLUTIONS \*\*\*

Steelcase products/services: Existing 9000 with blending Segment wall. Also review of cable management panel.

Client likes/dislikes: Client wishes to see/touch and check out new products

Notes: Dealer and Customer have not seen new product in years...very interes ted in seeing whats happened in last 5 years---beyond brochures

Steelcase's current competitor/s: Herman Miller

Products: Ethospace and Aeron

Client likes/dislikes: cool look and the percieved ease of cable management.

Notes: Competitor is approaching "back door"....since dealer has not procati vely shown customer new product.

### \*\*\*\*\* SECTION IV: CURRENT VISIT INFORMATION \*\*\*\*\*

#### \*\*\* VISIT OBJECTIVES \*\*\*

Objectives per category of participants:

Customer Objective/s: To review new product, see solutions for better cable management, better paper/work tool management,ergonomic(Osha) application see how blending works with existing. Review innovative real estate alternatives.

A/D Objective/s:

Dealer Objective/s: Solidify existing relationship, show customer new produ ct, Learn more of what I've shown them via video and printed material.

Market Managers Top 3 Objective/s: Show gratuity for existing business and

1. stress the importance of present long term relationship
2. View corporate/leadership/and work lab for product overview
3. get verbal PO on trip home!

Additional: Dealer has stressed that he and customer want trip to be focu sed on product overview, with little (long conversation) on WP performance trip to be "light" and entertaining.....

Evidence of Success: (Measurable Outcomes of Visit)

Customer gains a core understanding of blending opportunities

Customer gains a key understanding of why steelcase is the continued best c hoice for their facility. Customer has seen the innovation of Pathways logi

c(Answer should also be reviewed)and seating---leap.

\*\*\* VISIT AGENDA \*\*\*

Session Title:

Objective/s:

Suggested Duration:

Desired Presenter/s:

---

Session Title:

Objective/s:

Suggested Duration:

Desired Presenter/s:

---

Session Title:

Objective/s:

Suggested Duration:

Desired Presenter/s:

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Session Title:

Objective/s:

Suggested Duration:

Desired Presenter/s:

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Session Title:

Objective/s:

Suggested Duration:

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Session Title:

Objective/s:

Suggested Duration:

Desired Presenter/s:

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Session Title:

Objective/s:

Suggested Duration:

Desired Presenter/s:

---

Session Title:

Objective/s:

Suggested Duration:

Desired Presenter/s:

\*\*\*\*\* THE END! THANK YOU! (press PF4 to send) \*\*\*\*\*

\*-----\*  
\* Casemail Printed For: Barbara.Lafever 02/18/00 14:24:50 \*  
\*-----\*

To: tmartens,rcocos,blafever  
From: Debra.Vis  
Subject: CORPORATE AIRCRAFT RECONFIRMATION FORM  
Date: 2/18/00 2:20pm

ACCOUNT MANAGER: Brackett Martenstein

DEPARTURE DAY/DATE: Wednesday, February 23  
DEPARTURE CITY: Montgomery AL  
AIRPORT: Dannelly Field DEPARTURE TIME: 4:00 pm  
AVIATION CENTER: Montgomery Aviation ARRIVE GRAND RAPIDS: 6:45 pm  
PHONE NUMBER: 334-288-7334  
CATERING REQUESTED: Snacks

RETURN DAY/DATE: Thursday, February 24  
DEPART GRAND RAPIDS: 4:30 pm  
ARRIVAL TIME: 5:10 pm  
ARRIVAL CITY: Montgomery AL  
AIRPORT: Dannelly Field  
AVIATION CENTER: Montgomery Aviation  
CATERING REQUESTED: Snacks

ADDITIONAL INFORMATION: Customer: Alfa Insurance

\*-----\*  
\* Casemail Printed For: Barbara.Lafever 02/21/00 10:57:07 \*  
\*-----\*

Date: Monday, 21 February 2000 10:56am ET  
To: AMWAY-GRAND-PLAZA  
Cc: T.Martenstein  
From: Barbara.Lafever@STC001  
Subject: reservations 2/23

Hi Sue - I need the following rooms for one night February 23

Steelcase - Brackett Martenstein - Atlanta - will pay his own

Dealer - Harbins - Michael Harbin  
Jacque Parks

Customers - Mark Campbell  
Harold Man  
Rob Robinson  
Kevin Ketzler  
Rick Brown

The Dealer will pay for the customer rooms - all to be in regular  
rooms - the suite is not available.

Thanks Barb

\*-----\*  
\* Casemail Printed For: Barbara.Lafever 02/21/00 13:20:41 \*  
\*-----\*

Date: Mon, 21 Feb 2000 13:16:34 -0500 (EST)  
To: BLAFAEVER  
From: AGP/0002090598@MCIMAIL.COM  
Subject: Re: reservations 2/23

Barb,

Confirmations for Brackett Martenstein on 2/23:

Brackett Martenstein:	365764577530
Michael Harbin:	7534
Jacque Parks:	7537
Mark Campbell:	7539
Harold Man:	7541
Rob Robinson:	7545
Kevin Ketzler:	7547
Rick Brown:	7549

Sue



\*-----\*  
\* Casemail Printed For: Barbara.Lafever 02/23/00 07:22:07 \*  
\*-----\*

Date: Wednesday, 23 February 2000 1:05am ET  
To: Barbara.Lafever  
From: T.Martenstein  
Subject: ALFA TRIP 23/24TH

Barb,  
Two changes to the attendants from Alfa insurance:  
Rob Robinson's title was given to me incorrectly-----He's Director of  
Business planning-----Not a V.P.  
Also Kevin Ketzler cancelled late this evening----had to go on another trip.  
everything else is a go!!!!!!  
See ya on Thursday

Brackett

T. Brackett Martenstein  
Steelcase North America  
Market Manager, Heritage Sales  
14 Queens Way  
Mobile Al 36608  
(334) 344-2939, phone/fax  
tmartens@steelcase.com

\*-----\*  
 \* Casemail Printed For: Barbara.Lafever 02/21/00 13:02:50 \*  
 \*-----\*

Date: Monday, 21 February 2000 1:02pm ET  
 To: T.Martenstein  
 From: Barbara.Lafever  
 Subject: ALFA, 2/24, BMartenstein

LISTED BELOW IS THE PROPOSED AGENDA. PLEASE REVIEW. IF YOU HAVE ANY QUESTIONS, PLEASE CALL CHRISTINA #69427 OR BARB #72270

ALFA INSURANCE

1. Mark Campbell, Vice President, Property Management
2. Harold Man, Vice President, Program Systems
3. Rob Robinson, ~~Vice President~~, Director Business Plant *Director*
4. ~~Kevin Ketzler, Vice President, Real Estate~~ *Cancelled Planning*

ALABAMA RETAIL ASSOCIATION

5. Rick Brown

HARBINS

6. Michael Harbin, President
7. Jacque Parks, Designer

Steelcase, Brackett Martenstein, Market Manager, Atlanta

DRIVER: Larry Cannady

\*\*\*\*\* GROUP WILL BE IN BUSINESS CASUAL ATTIRE

WEDNESDAY, FEBRUARY 23, 2000

- 6:45 pm Arrive Steelcase Hangar  
 Depart for the Amway Grand Plaza Hotel  
 (616) 774-2000
- 7:15 pm Depart for Charley's Crab  
 (616) 459-2500
- 7:30 pm Dinner - Charley's Crab

THURSDAY, FEBRUARY 24, 2000

- 8:00 am Depart Amway Hotel for Corporate Headquarters
- 8:15 am Workplace Performance Discussion Kevin Loubert  
 Continental Breakfast  
 (CHQ - 4 East Presentation Room)
- 8:45 am Alternative Worksetting Solutions Kevin Loubert  
 \* Leadership Community

\* Showroom

11:00 am	Steelcase Design Partnership Showroom	Jeff Phillips
11:30 am	Lunch (CHQ - 3 North Guest Dining Room)	Kevin Loubert
12:45 pm	Depart for the WorkLab	
1:00 pm	Pathways Exploration (WorkLab Reception Area)	Kevin Loubert
2:00 pm	Depart for the Learning Center	
2:15 pm	Learning Center Walkthru	Kevin Loubert
2:45 pm	Depart for Wood Furniture/Turnstone	
3:00 pm	Turnstone Overview	<i>Deb Shrontz</i> <del>TO BE CONFIRMED</del>
***	Beverages and cookies at the Reception desk	<i>Keith Robinson</i> <del>TO BE CONFIRMED</del>
3:30 pm	Wood Overview	<del>TO BE CONFIRMED</del>
4:00 pm	Treehouse Design Studio	<del>TO BE CONFIRMED</del> <i>Mike Thrall</i>
4:15 pm	Depart for the Hangar	
4:30 pm	Depart for Steelcase	

---

\*-----\*  
 \* Casemail Printed For: Christina.Sauers 02/18/00 13:47:19 \*  
 \*-----\*

Date: Friday, 18 February 2000 1:21pm ET  
 To: Ben.Avery, Marla.Marsala, Ralph.DiFulvio, Todd.Memmelaar, Kevin.Loubert,  
 Tom.Manikowski, Wilhelmina.McCarty, Dale.Potter, Lynn.Smith, Steve.M.Smith,  
 Lisa.Steckbeck, Sandra.Swanson, Derek.Wilkins, John.Longfellow,  
 Jason.Heredia, Background, Regi.Whitmore, Kathy.Farquharson, Cindy.Aten,  
 Bud.Helgevold, January.Marsh, Jennifer.Town, Jeff.Fredrickson,  
 Keith.Robinson, Lawrence-K.Douglas, Bruce.Ellens, AnneMarie.Smith,  
 M.Hoogerhyde, Barbara.Lafever, Christina.Sauers, Joann.Bestrom  
 From: Barbara.Lafever  
 Subject: ALFA, 2/24, B.Martenstein

Southern team - this is yours

\*\*\*\*\* SECTION I: VISIT LOGISTICS \*\*\*\*\*  
 START DATE/TIME: 2/23/00 6:45 p m END DATE/TIME: 2 /24/00 4 :30 p m

\*\*\* VISIT OWNER AND PARTICIPATING GROUPS \*\*\*

STEELCASE INFORMATION:

Visit Owner: Brackett Martenstein Region: Atlanta Cost Ctr:

Visit Host (if not the owner):

AMEX #:

Numbers-Business: 334-344-2939

Fax: 334-344-2939\*51

Pager: cell:334-367-1950

Home: 334-344-5677

SSR Name & Phone: Alta terrell-----Atlanta 404-523-2201

DEALER INFORMATION:

Dealership: Harbins--Montgomery,Al

Contact: Michael Harbin

Complete Address: 300 South Perry St. Montgomery Al 36104

Numbers-phone: 334-264-5371

Fax: 334-265-9126

CLIENT INFORMATION:

Client Name: (1) Alfa Insurance (2) Alabama Retail Assoc.

Complete Address: 2108 East South Boulevard

Contact Person: (1) Mark C. Campbell (2) Rick Brown

Numbers - Business: 334-613-4568

Fax: 334-613-4050

Website:

Site ID#:

ARCHITECT/DESIGN INFORMATION:

Firm:

Attending visit: Yes ☐ No ☒

Complete Address:

Contact Person:

Numbers-Business:

Fax:

Website:

OTHER CONSULTANT INFORMATION:

Firm:

Attending visit: Yes ☐ No ☐

Address:

Contact Person:

Numbers-Business:

Fax:

Website:

\*\*\* TRANSPORTATION/LODGING/DINING/GIFT BAGS \*\*\*

TRANSPORTATION TO/FROM GR:

Commercial ☐ Steelcase Aircraft x Client Aircraft ☐

Charter ☐ Driving ☐ Other

Customers departure airport: Montgomery- West ramp

Steelcase in-flight food service requests:

Inbound: Breakfast \_ Lunch \_ Dinner \_ Snack x  
Outbound: Breakfast \_ Lunch \_ Dinner \_ Snack x

Flight Arrival date/time: 2 /23/00 6 :45 p m

Flight Departure date/time: 2 /24/00 4:30 p m

Notes: hor de orves-----and cocktails---these people like to party!!

#### GROUND TRANSPORTATION:

Van n Yukon Stlc Bus w/driver x Other:  
Retiree Driver: Yes \_ No \_ (\$12/hour)  
Pick-up time/location: 6:45 Steelcase Hanger  
Drop-off time/location: Amway Grand  
Notes:

#### LODGING:

Lodging: Amway x Stlc Suite x Courtyard by Marriott (downtown): \_  
Crowne Plaza (near airport) \_ Other  
Billing: Steelcase \_ Dealer x Client \_ Other  
Notes: (room sharing, smoking, non-smoking, etc.): Standard--individual  
non-smoking rooms

#### DINING:

Dining date/time: 2 /23/00 7 :30 p m  
Location desired: Bistro Bella Vita \_ Charley's Crab x Gibsons \_  
Meyer May House \_ Sierra Room \_ Other

#### GIFTS: please indicate # needed

# x\_ Steelcase Truck (\$30) # \_ Steelcase Cookbook (\$5)  
# \_ Turnstone Flip-up Calculator(\$6 # x\_ Details Silver Pen (\$8)  
# \_ Frank Lloyd Wright Window Pane (\$35) # \_ Steelcase Sweatshirt (\$18)  
# \_ Meyer May Sketched Note Cards (\$8) (Black/Spectrum Logo L or XL)  
# \_ Meyer May Coasters(\$12-Set of 4/Rug design/Sandstone)

#### LITERATURE: please indicate # needed

# x\_ Corporate Capabilities Brochure # \_ Leadership Community Case Study  
# \_ Leadership Community Protocol # \_ Corporate Facilities Protocol  
# \_ Workplace Performance Overview  
# x\_ Redefining the Workplace/New Rules New Questions  
Knowledge Papers (subject/s & # of each):

#### Case Studies (subject/s & # of each):

Other: Work Lab--metal case(organizer) / Steelcase Canvas tote(for brochure  
) Leap Brochure

1

#### \*\*\* GUESTS/ATTIRE \*\*\*

Guest Name	Title/Company	Role in project/visit
Michael Harbin	President/ Harbins	Dealer
Jacque Parks	Designer/ Harbins	Dealer
Mark Campbell	V.P. Prop. Mgmt./Alfa	Decision Maker
Harold Man	V.P. Program Systems/Alfa	View Product
Rob Robinson	V.P. Dir. Busi.Plan./Alfa	View Product
Kevin Ketzler	V.P. V.P. Real Estate/Alfa	View Product
Rick Brown	Alabama Retail Assoc	Decision Maker

Group total (including dealer and Stlc): 8  
Preferred Attire for the visit: Business Casual

Notes/Special needs or requests (food, physical, cultural, language/  
translator, special event, b'day/anniversary):

Dealer Designer is 6 mnths pregnant do we have "baby" steelcase sweat shi  
rt to add to her take home bag?

\*\*\*\*\* SECTION II: CLIENT HISTORY \*\*\*\*\*

\*\*\* COMPANY BACKGROUND \*\*\*

Client's primary business (products/services): Insurance

Client's major competitors:

Total # of white collar employees: 1200

Total # affected by this decision: 200

Notes:

\*\*\* FURNITURE HISTORY \*\*\*

Current Stlc customer: Yes x No \_

If Yes,

Products purchased: 900 Systems/ Criterion Seating/some Leap

How long/history with Steelcase &/or Dealer: 15 years

Annual Volume, Stlc NDN: fy99 600,000/fy00 400,000

Has the company visited Stlc previously? Yes x No \_ ; Date: / /92

Notes: Some of this group have attended previously during a former expans  
ion.

If No,

Notes:

\*\*\*\*\* SECTION III: OPPORTUNITY/POTENTIAL \*\*\*\*\*

\*\*\* BUSINESS ISSUES \*\*\*

Key business issues impacting the client: Limited Realestate /Dated layout  
and design/ poor desk top storage(need for details) . Very poor cable and  
Technology offering is present set up.

Pending Project/Opportunity description: Immediate opportunity is 75 to 10  
0 reconfiguration---new buidling in process(3or 4 quarter) . Customer is re  
viewing blending existing 9000 with other systems to improve technology.

PROJECT/OPPORTUNITY VOLUME (NDN): \$ 500,000

Vendor Selection Date: 3/1/00

Installation Date: 5 /1 /00

Status of decision making process: in final stage/ after product show

\*\*\* PROPOSED SOLUTIONS \*\*\*

Steelcase products/services: Existing 9000 with blending Segmant wall. Also  
review of cable management panel.

Client likes/dislikes: Client wishes to see/touch and check out new products

Notes: Dealer and Customer have not seen new product in years...very interes  
ted in seeing whats happened in last 5 years---beyond brochures

Steelcase's current competitor/s: Herman Miller

Products: Ethospace and Aeron

Client likes/dislikes: cool look and the percieved ease of cable management.

Notes: Competitor is approaching "back door"....since dealer has not procati  
vely shown customer new product.

\*\*\*\*\* SECTION IV: CURRENT VISIT INFORMATION \*\*\*\*\*

\*\*\* VISIT OBJECTIVES \*\*\*

Objectives per category of participants:

Customer Objective/s: To review new product, see solutions for better cable



management, better paper/work tool management, ergonomic (Osha) application see how blending works with existing. Review innovative real estate alternatives.

A/D Objective/s:

Dealer Objective/s: Solidify existing relationship, show customer new product, Learn more of what I've shown them via video and printed material.

Market Managers Top 3 Objective/s: Show gratuity for existing business and  
1. stress the importance of present long term relationship  
2. View corporate/leadership/and work lab for product overview  
3. get verbal PO on trip home!

Additional: Dealer has stressed that he and customer want trip to be focused on product overview, with little (long conversation) on WP performance trip to be "light" and entertaining.....

Evidence of Success: (Measurable Outcomes of Visit)

Customer gains a core understanding of blending opportunities

Customer gains a key understanding of why steelcase is the continued best choice for their facility. Customer has seen the innovation of Pathways logic (Answer should also be reviewed) and seating----leap.

\*\*\* VISIT AGENDA \*\*\*

Session Title:

Objective/s:

Suggested Duration:

Desired Presenter/s:

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Session Title:

Objective/s:

Suggested Duration:

Desired Presenter/s:

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Session Title:

Objective/s:

Suggested Duration:

Desired Presenter/s:

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Desired Presenter/s:

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Session Title:  
Objective/s:

Suggested Duration:  
Desired Presenter/s:

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Session Title:  
Objective/s:

Suggested Duration:  
Desired Presenter/s:

\*\*\*\*\* THE END! THANK YOU! (press PF4 to send) \*\*\*\*\*